

40. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

41. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

42. (Unchanged) The method of claim 38, further comprising the steps of receiving said program at a receiver in said transmitter station, communicating said program from said receiver in said transmitter station to a memory location, and storing said program at said memory location for a period of time prior to communicating said program to said transmitter.

**Please cancel claims 43 to 108.**

## **II. REMARKS**

Applicants submit the foregoing claim amendments and cancellations for the purpose of expediting prosecution of the instant application. The amendments introduce no new matter. Specification support for the amendments is set forth below.

Claim 15 is amended to delete the alternative that the mass medium program contains at least one receiver specific datum. Claim 15 is also amended to include the step of delivering a user specific financial analysis as disclosed at page 535 line 34 through page 536 line 2, page 552 lines 20-30, and page 555 lines 2-13.

Claim 28 has been amended to recite "at least one," for an occurrence of "one" to clarify that the claimed invention is not limited to just "one" component of the recited group. No new matter is added by this amendment.

Claim 30 is amended to delete "a combined medium" with respect to the output. No new matter is added by this amendment.

Claim 39 has been amended to replace the term "containing" with the more conventional transitional term "including." No new matter is added by this amendment.

### III. CONCLUSION

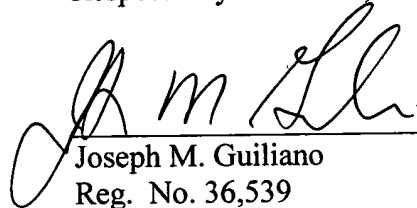
Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.

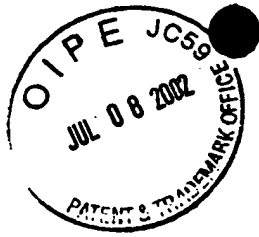
Date: July 8, 2002

Respectfully submitted,

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**Appendix A**

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**Applicants' Marked-Up Claim Language**

2. (Unchanged) A method of processing signals at a receiver station based on a received information transmission, said method comprising the steps of:

storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of the group consisting of:

- (1) an investment datum;
- (2) a financial datum;
- (3) an income datum;
- (4) a preference profile datum; and
- (5) an interest datum;

receiving at least one control signal in said received information transmission;  
detecting the presence of said at least one control signal in said received information transmission;

passing said detected at least one control signal to said computer;  
generating a financial analysis by processing said stored subscriber datum in response to at least one of said detected and passed control signal; and  
outputting at least a portion of said financial analysis to a subscriber.

3. (Cancelled.)

4. (Cancelled.)

5. (Cancelled.)

6. (Cancelled.)

7. (Cancelled.)

8. **(Cancelled.)**
9. **(Cancelled.)**
10. **(Cancelled.)**
11. **(Cancelled.)**
12. **(Cancelled.)**
13. **(Cancelled.)**
14. **(Cancelled.)**
15. **(Twice Amended)** A method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:
  - outputting a mass medium program that [one of contains and] explains at least one receiver specific datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;
  - prompting said subscriber during said mass medium program for input, said interactive mass medium program output apparatus having an output device for outputting said information;
  - receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said reply to a remote station, said interactive mass medium program output apparatus and said remote station comprising a network having a plurality of transmitter stations;

generating, in said network, a user specific financial analysis which is to be output at said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having a receiver for receiving at least a portion of said user specific financial analysis from said remote station;

delivering [specific combined medium programming at said output device on the basis of] said user specific financial analysis.

16. (Cancelled.)

17. (Cancelled.)

18. (Cancelled.)

19. (Cancelled.)

20. (Cancelled.)

21. (Cancelled.)

22. (Cancelled.)

23. (Cancelled.)

24. (Cancelled.)

25. (Cancelled.)

26. (Cancelled.)

27. (Cancelled.)

28. (Amended) A method of processing signals at a receiver station based on a broadcast or cablecast transmission, said method comprising the steps of :

(a) storing a subscriber datum at a computer at said receiver station, said subscriber datum being at least one of the group:

- (1) an investment datum;
- (2) a financial datum;
- (3) an income datum;
- (4) a taste preference datum; and
- (5) an interest datum;

(b) receiving one or more control signals in said broadcast or cablecast transmission;

(c) detecting the presence of said one or more control signals in said broadcast or cablecast transmission;

(d) passing said detected one or more control signals to said computer;

(e) selecting a mass medium program on the basis of a stored datum;

(f) outputting said selected mass medium program to a subscriber at said receiver station; and

(g) explaining some portion of a user specific financial analysis in said selected mass medium program, said user specific financial analysis being based on pre-stored subscriber data.

29. (Unchanged) The method of claim 28 further comprising the step of generating a value datum by processing said stored subscriber datum in response to one or more of said detected and passed control signals.

30. (Amended) A method of communicating subscriber station information from said subscriber station to one or more remote stations, said method comprising the steps of:

- (1) storing subscriber data at said subscriber station;
- (2) receiving a viewer's or participant's response to [a combined medium] an output at said subscriber station;
- (3) processing an instruct signal which is effective to deliver a user specific financial analysis at said subscriber station in response to said viewer's or participant's response at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal, said user specific financial analysis being based on pre-stored subscriber data;
- (4) generating one or more subscriber specific data from said step of processing;
- (5) transferring said one or more subscriber specific data from said step of generating from said subscriber station to said one or more remote stations.

31. (Cancelled.)

32. (Cancelled.)

33. (Cancelled.)



34. (Cancelled.)

35. (Cancelled.)

36. (Cancelled.)

37. (Cancelled.)

38. (Unchanged) A method of communicating program material to a receiver station which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a processor operably connected to said output device, wherein said receiver station is adapted to detect and respond to one or more instruct signals, said method comprising the steps of:

receiving a program to be transmitted at a transmitter station and delivering said program to a transmitter;

receiving and storing said one or more instruct signals at said transmitter station, said one or more instruct signals at said receiver station operating to deliver a user specific financial analysis, said user specific financial analysis based on pre-stored subscriber data;

transferring said one or more instruct signals to a transmitter; and

transmitting from said transmitter station an information transmission comprising said program and said one or more instruct signals.

39. (Amended) The method of claim 38, wherein some identification data or said one or more instruct signals are embedded in a mass medium program signal [containing] including said program.

40. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

41. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

42. (Unchanged) The method of claim 38, further comprising the steps of receiving said program at a receiver in said transmitter station, communicating said program from said receiver in said transmitter station to a memory location, and storing said program at said memory location for a period of time prior to communicating said program to said transmitter.

43. (Cancelled.)

44. (Cancelled.)

45. (Cancelled.)

46. (Cancelled.)

47. (Cancelled.)

48. (Cancelled.)

- 49. (Cancelled.)
- 50. (Cancelled.)
- 51. (Cancelled.)
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- 99. (Cancelled.)
- 100. (Cancelled.)
- 101. (Cancelled.)
- 102. (Cancelled.)

103. **(Cancelled.)**

104. **(Cancelled.)**

105. **(Cancelled.)**

106. **(Cancelled.)**

107. **(Cancelled.)**

108. **(Cancelled.)**